

There's a lot of things one can do in magazine advertising and K mart wants to be there more often. If you look at your time today, you can see that advertising has to be good in order to be worth your time reading it. "People are very selective on how they spend their free time," explains McClure. "When you buy a magazine, you buy it for a specific reason, such as its editorial content. Consumer magazines are growing and will still keep growing, although many will target themselves towards a specific audience. That's why we need to be in these magazines more often."

Media Momentum is part of the strategy in building our image. "We will reach the quality conscious consumer who is looking for top brand name merchandise at a value by using these magazines. We want to increase the awareness level that a lot of reputable products are available at K mart because these magazines are known for their believability."

While there is still a lot of learning for Media Momentum's staff, one thing is certain, at the end of this year each store will realize a credit, accumulated from not having to pay a commission to an outside agency. And according to McClure, this was the major reason Media Momentum was created—to save money with no loss of quality in K mart advertising. "It was the company's intention to pool all of our best resources together to make this project work in cutting costs."

It is saving K mart money, but the most important fact is that it's making a lot of people happy. DiBartolomeo's staff enjoys working layouts because it requires creativity. McClure says, "In my sixteen-and-one-half years with the company, I have found that magazine publishing is one of the most fascinating businesses around."

Standing, Betty DiBartolomeo and Lenore DeLiguori discussing an ad layout.

